



to implement conservation practices beyond the locally cost-effective level of BMPs and Efficient Water Management Practices (EWMPs). The incentive program incorporates two key principles – incentives are an effective way of unlocking the creativity and motivation of local entities, and it is appropriate to invest public funds in projects that provide public benefits.

Local water suppliers will receive technical assistance from in-house and agency specialists to help them overcome technical barriers to implementing locally cost-effective practices and to improve efficiency through water recycling. A key part of the assistance will be making sure information is readily available.